

AMENDMENT AND PRESENTATION OF CLAIMS

Please replace all prior claims in the present application with the following claims, in which claims 2 through 8, 14, 17 through 23, 26 through 29, 31 through 53, and 55 have been cancelled without prejudice or disclaimer, claims 1, 10 through 12, 16, 24, and 54 have been amended, and new claims 56 through 64 have been added.

1. (Currently Amended) A system comprising:

a service platform configured to run an on-line gaming service, ~~the on-line service~~ for providing a ~~certain~~ gaming content, ~~by the service platform comprising:~~

~~transmitting means for~~ providing for transmission of the ~~certain~~ gaming content to at least one terminal via a network; and

~~providing means for facilitating provision~~ along with the transmitted ~~certain~~ gaming content of at least one ~~content-related~~ event-related predefined message to the at least one terminal, the ~~content-related~~ event-related predefined message being generated independently of the ~~certain~~ gaming content ~~and automatically modified based on an identity of the certain content~~ by automatically identifying an event that occurs during the on-line gaming service, and the event-related predefined message also being ~~configured automatically modified~~ to be transmitted from the service platform as requested by the at least one terminal to at least another one terminal based upon a presenting capability of the at least another one terminal; and

the at least one terminal configured to:

receive the ~~certain~~ gaming content and the at least one ~~content-related~~ event-related predefined message from said service platform through the network, the at least one terminal,

~~enable comprising: selecting means for enabling~~ selecting, by a user of said at least one terminal, whether to transmit one or more of the provided at least one ~~content-related~~ event-related predefined message from said at least one terminal; and

~~transmitting means for providing for transmission of,~~ when the user of said at least one terminal selects to transmit one or more of the provided at least one ~~content-related~~ event-related predefined message, transmit the selected one or more of the provided at least one ~~content-related~~ event-related predefined message to at least one address selectable by the user of said at least one terminal.

2. - 8. (Cancelled)

9. (Previously Presented) The system of claim 4, wherein the at least one terminal is a mobile phone.

10. (Currently Amended) The system of claim 1, wherein the at least one terminal comprises a dedicated button to be activated by the user of the at least one terminal to cause one or more of the provided at least one ~~content-related~~ event-related predefined message to be transmitted to the at least one address selectable by the user of the at least one terminal.

11. (Currently Amended) The system of claim 1, wherein the at least one terminal comprises an indicator to be displayed to indicate that the provided at least one ~~content-related~~ event-related predefined message is available for selection.

12. (Currently Amended) The system of claim 1, wherein the at least one ~~content-related~~ event-related predefined message comprises an automated message that is sent automatically to the at least one address selectable by the user of the at least one terminal when at least one condition of the ~~certain~~ gaming content matches any of a predefined criteria.

13. - 14. (Canceled)

15. (Original) The system of claim 1, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

16. (Currently Amended) A method comprising:

providing for connection of a terminal to a service platform running an on-line gaming service, the on-line service transmitting a ~~certain~~ gaming content to the terminal;

~~facilitating provision of a content-related~~ providing an event-related predefined message to the terminal, the message being generated independently of the ~~certain~~ gaming content, ~~and automatically modified based on an identity of the certain content~~ and the event-related predefined message also being ~~configured~~ automatically modified to be transmitted from the service platform as requested by the terminal to at least another one terminal based upon a presenting capability of the at least another one terminal;

providing for receipt of a selection, from a user of the terminal, whether to transmit the provided ~~content-related~~ event-related predefined message; and

~~facilitating transmission~~, following receipt of the selection to transmit the provided ~~content-related~~ event-related predefined message, ~~[[of]]~~ transmitting the provided ~~content-related~~

event-related predefined message from the terminal to at least one address selectable by a user of the terminal.

17. - 23. (Cancelled)

24. (Currently Amended) The method of claim 23, further comprising: receiving a predefined criteria, and generating or selecting the ~~content-related~~ event-related predefined message based upon the predefined criteria.

25. (Previously Presented) The method of claim 19, wherein at least one of the terminal and the at least one other terminal is a mobile phone.

26. - 29. (Cancelled)

30. (Original) The method of claim 16, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

31. - 53. (Cancelled)

54. (Currently Amended) The system of claim 1, wherein ~~said providing means are configured to facilitate provision along with the transmitted certain content at least one content-related predefined message, the~~ event-related message ~~being generated independently of the certain content and~~ automatically modified based on an identity of the ~~certain~~ gaming content and an identity of a source of the ~~certain~~ gaming content.

55. (Cancelled)

56. (New) The system of claim 1, wherein the event occurs during a game and includes at least one of a hit, a kill, seeing an opponent, and entering a place by a player.

57. (New) The system of claim 1, wherein the event occurs outside the game and includes at least entering a chat room, starting another game, and looking for new opponents.

58. (New) The system of claim 1, wherein said service platform automatically attaches a web link of the on-line gaming service to the at least one event-related predefined message, prior to sending out the at least one event-related predefined message therefrom.

59. (New) The system of claim 1, wherein said service platform receives from the at least one terminal an event-related predefined message attached with an issue that is encountered when consuming the interactive content and needs to be addressed,

sends an automated response to the issue to the at least one terminal, and

charges a user of the at least one terminal for the response.

60. (New) The system of claim 59, wherein said service platform prompts the user to send the event-related predefined message attached with the issue or causes the event-related predefined message attached with the issue to be sent.

61. (New) The method of claim 19, wherein said service platform receives from the at least one terminal an event-related predefined message attached with an issue that is encountered when consuming the interactive content and needs to be addressed,

sends an automated response to the issue to the at least one terminal, and
charges a user of the at least one terminal for the response.

62. (New) The method of claim 19, wherein said service platform receives from the at least one terminal an event-related predefined message attached with an issue that is encountered when consuming the interactive content and needs to be addressed,

sends an automated response to the issue to the at least one terminal, and
charges a user of the at least one terminal for the response.

63. (New) The method of claim 19, wherein said service platform prompts the user to send the event-related predefined message attached with the issue or causes the event-related predefined message attached with the issue to be sent.

64. (New) A computer-readable storage medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause a service platform to at least perform the following steps:

transmitting a gaming content to a terminal thereby running an on-line gaming service;

providing an event-related predefined message to the terminal, the message being generated
independently of the gaming content;

automatically modifying the event-related predefined message to be transmitted from the
service platform as requested by the terminal to at least another one terminal based upon
a presenting capability of the at least another one terminal;

receiving a selection, from a user of the terminal, whether to transmit the provided event-
related predefined message; and

following receipt of the selection to transmit the provided event-related predefined message, transmitting the provided event-related predefined message from the terminal to at least one address selectable by a user of the terminal.